



**PHILIP MORRIS**

INCORPORATED

100 PARK AVENUE, NEW YORK, N.Y. 10017



**ADVERTISING  
SCHEDULE**

NOVEMBER 4 - DECEMBER 23

6TH SALES CYCLE

1974



MARLBORO

BENSON & HEDGES

PARLIAMENT

VIRGINIA SLIMS

MULTIFILTER

1005200538



**NATIONAL PERIODICALS  
ON SALE THIS CYCLE**

**MARLBORO**

TV Guide  
Time  
Newsweek  
U.S. News & World Report  
People  
Sports Illustrated  
Playboy  
Penthouse  
Owl  
V.I.P. Magazine  
Esquire  
Popular Science  
Popular Mechanics  
Mechanix Illustrated  
Sport  
True  
Sports Afield  
Sporting News  
Argosy  
Outdoor Life  
Field & Stream  
VFW Magazine  
American Legion  
Motor Trend  
Hot Rod  
Car Craft  
Road & Track  
McCall's  
Family (Army Times)  
Ladies Home Journal  
Redbook  
Ebony  
Jet  
Contact  
Players  
Black Sports  
Family Circle  
Cosmopolitan  
Money  
Travel & Leisure  
New Times

**VIRGINIA SLIMS**

TV Guide  
People  
McCall's  
Ladies Home Journal  
Redbook  
Cosmopolitan  
Vogue  
Mademoiselle  
Harper's Bazaar  
Family Circle  
Woman's Day  
American Home  
House & Garden  
House Beautiful  
MacFadden's Women's Group  
Deli Modern Group  
Southern Living  
Ideal Women's Group  
Glamour  
Viva  
Girl Talk  
Ebony  
Ebony Fashion Fair Program  
Women's Sports  
Essence

**PARLIAMENT**

TV Guide  
Time  
Newsweek  
U.S. News & World Report  
Sports Illustrated  
Psychology Today  
Money  
Travel & Leisure  
Saturday Review/World  
Harper's  
Atlantic  
Woman's Day

**BENSON & HEDGES**

TV Guide  
Time  
Newsweek  
U.S. News & World Report  
People  
Sport Illustrated  
Esquire  
Playboy  
Penthouse  
Viva  
Ebony  
Black Enterprise  
Jet  
Crises  
McCall's  
Ladies Home Journal  
Redbook  
Cosmopolitan  
Family Circle  
Woman's Day  
Women's Sports  
American Home  
Saturday Review/World  
Atlantic  
Psychology Today  
Harper's  
New Times  
Gourmet  
Southern Living  
National Jewish Monthly

**MULTIFILTER**

TV Guide  
Time

1005200539

# LOCAL ADVERTISING REGION NO. 1

## OUTDOOR\*

Parliament (November)	Boston	110 Posters
Benson & Hedges	Hartford	25 Posters
(December)	New Haven	32 Posters
	New York	191 Posters
	Providence	38 Posters
	Newark	240 Posters
Parliament (November)	New York	1,800 2-Sheet
Benson & Hedges		Subway
(December)		Panels
Marlboro (November)	New York	500 King-
Parliament (December)		Size Panels
Marlboro	New York	300 Subway
		Clocks
Marlboro	Rochester	5 Bulletins
	Bridgeport	2 Bulletins
	Boston	23 Posters
	Buffalo	8 Bulletins
		110 Posters
		4 Bulletins
	Erie County	
	Stadium	
	Hartford	2 Bulletins
	New Haven	18 Posters
		4 Bulletins
	New York	13 Posters
	Providence	46 Bulletins
	Albany	6 Bulletins
	Atlantic City	34 Posters
		1 Bulletin
Marlboro	All Markets	REA
		Truck Panels
Benson & Hedges	New York	8 Bulletins

## REGIONAL PERIODICALS

Benson & Hedges,	Boston	Boston
Parliament		Magazine
Benson & Hedges,	Boston	Playbill
Parliament	New York	
Benson & Hedges,	New York	Cue
Marlboro,		
Parliament		
Benson & Hedges,	New York	Lincoln Center
Parliament,		Programs
Benson & Hedges,	New York	New York
Parliament,		Magazine
Marlboro		

\*Bulletin Dimensions:  
 Bulletin (Permanent & rotating) - 12'x48' - 20'x70'  
 Poster (30-Sheet Panels) - 12'x25'  
 Kings (8-Sheet Panels) - 88"x85"  
 2-Sheet - 45"x59 1/2"

1005200540



## SUNDAY SUPPLEMENTS

### NATIONAL:

Family Weekly	Marlboro, Virginia Silms,
Parade	Benson & Hedges
Tuesday Dawn	Benson & Hedges, Marlboro, Virginia Silms
	Virginia Silms, Benson & Hedges

### LOCAL:

Buffalo	Courier Express	Parliament
Boston	Advertiser/Herald Traveler	Parliament, Benson & Hedges, Marlboro, Virginia Silms
Hartford	Courant	Parliament
New York	Long Island Newsday	Benson & Hedges Box, Marlboro, Virginia Silms, Parliament
	News	Benson & Hedges Box, Marlboro, Virginia Silms, Parliament
	Times	Parliament, Marlboro, Benson & Hedges Box
Newark	Star Ledger	Parliament
Providence	Journal	Benson & Hedges, Marlboro, Virginia Silms, Parliament
Rochester	Democrat & Chronicle	Benson & Hedges, Marlboro, Virginia Silms, Parliament
Syracuse	Herald American/Post Standard	Parliament
Worcester	Sunday-Telegram	Benson & Hedges, Marlboro, Virginia Silms, Parliament

### NEWSPAPERS:

Boston	Globe, Herald American	Marlboro Menthol
Bridgeport	Post Telegram	Marlboro Menthol
Hartford	Courant, Times	Marlboro Menthol
New Haven	Register	Marlboro Menthol
New York	News, Post, Times	Benson & Hedges Box, Marlboro Menthol
	Village Voice	Benson & Hedges Box
	Amsterdam News	Benson & Hedges Box, Marlboro Menthol
	Jamaica Voice	Benson & Hedges Box, Marlboro Menthol
	Newark Afro-American	Benson & Hedges Box, Marlboro Menthol
	Long Island Newsday	Benson & Hedges Box, Marlboro Menthol
New Jersey	Paterson News	Benson & Hedges Box, Marlboro Menthol
	Trenton Times	Benson & Hedges Box, Marlboro Menthol
	Newark Star Ledger	Benson & Hedges Box, Marlboro Menthol

1005200541